



Course program and reading list

Semester 1 Year 2023

School: Sammy Ofer School of Communications B.A

Communication, Culture and Society

Lecturer:

Prof. Tal Azran tazran@runi.ac.il

Teaching Assistant:

Prof. Tal Azran tazran@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
2649	Lecture	2	2

Course Requirements :	Group Code :	Language:
Paper replacing exam	231264900	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Communication, Culture and Society (2649):

7025 - Communication, Culture and Society



Course Description

Course Subjects: (1-13 weekly lesson plan & readings)

1. **Hyperreality**

Eco, U. (1987). *Travels in Hyperreality*, trans. W. Weaver. London: Picador.

Boorstin, D. J. (2012). *The image: A guide to pseudo-events in America*. Vintage.

Baudrillard, J., & Witwer, J. (2000). *The vital illusion*. Columbia University Press.

2. **Compassion Fatigue**

Moeller, S. D. (1999). *Compassion fatigue: How the media sell disease, famine, war and death*. Psychology Press.

Sontag, S. (2003). Regarding the pain of others (No. 1, pp. 127-139). Presses Universit es de France.

3. **Nation Branding -**

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding and Public Diplomacy*, 1(1), 58-73.

Melike Demirbag Kaplan Ozgur Yurt Burcu Guneri Kemal Kurtulus, (2010), "Branding places: applying brand personality concept to cities", *European Journal of Marketing*, Vol. 44 Iss 9/ 10 pp. 1286 - 1304. link to this document: <http://dx.doi.org/10.1108/03090561011062844>

4. **Disappearance of Childhood -**

Postman, N. (1985). The disappearance of childhood. *Childhood Education*, 61(4), 286-293.

Smith, K. A. (1998). Growing Up Digital: The Rise of the Net Generation. *Journal of Engineering Education*, 87(3), 205.

Postman, N. (2011). *Technopoly: The surrender of culture to technology*. Vintage.

5. **Body Image -**

Dias, K. (2013). The ana sanctuary: Women's pro-anorexia narratives in cyberspace. *Journal of International Women's Studies*, 4(2), 31-45. Croll, J. (2005).

Body image and adolescents. *Chest (in)*, 40(35), 50.

6. **Cultural Imperialism -**

Ram, U. (2004). Glocommodification: How the global consumes the local-McDonald's in Israel. *Current Sociology*, 52(1), 11-31.

Avraham, E., & First, A. (2003). "I buy American": The American image as reflected in Israeli advertising. *Journal of Communication*, 53(2), 282-299.

Jihad versus MaCWorld Barber, B. (1995). *Jihad Versus MacWorld: How Globalization and Tribalism are Changing the World*.

7. **Cyber Bullying -**

Van Cleemput, K., Vandebosch, H., & Pabian, S. (2014). Personal characteristics and contextual factors that determine "helping," "joining in," and "doing nothing" when witnessing cyberbullying. *Aggressive behavior*, 40(5), 383-396.

DeHue, F., Bolman, C., & Völlink, T. (2008). Cyberbullying: Youngsters' experiences and parental perception. *CyberPsychology & Behavior*, 11(2), 217-223.

8. **From Stars to Celebrities -**

Lueck, J. A. (2015). Friend-zone with benefits: The parasocial advertising of Kim Kardashian. *Journal of Marketing Communications*, 21(2), 91-109.

9. **War Journalism -**

Marinovich, G., & Silva, J. (2011). *The Bang-Bang Club, movie tie-in: Snapshots From a Hidden War*. Basic Books.

10. Journalism and the CNN effect

Gilboa, E. (2005). Global television news and foreign policy: Debating the CNN effect. *International Studies Perspectives*, 6(3), 325-341.

11-13. Exam preparation



Course Goals

Course Description:

The course will address the main debates in contemporary communication, culture and society literature.

Course Goals:

The course aims to present classical and contemporary approaches to the relationship between culture and communication. The course covers the interplay between audiences and meaning, the impact of new media and technologies on culture, and the influence of global news networks on local cultures....



Grading

Assignments and Requirements:

Paper replacing exam

Grade Composition:

- 100%- Paper replacing exam

Bibliography

Boorstin, D. J. (2012). *The image: A guide to pseudo-events in America*. Vintage.

Baudrillard, J., & Witwer, J. (2000). *The vital illusion*. Columbia University Press.

DeHue, F., Bolman, C., & Völlink, T. (2008). Cyberbullying: Youngsters' experiences and parental perception. *CyberPsychology & Behavior*, 11(2), 217-223.

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